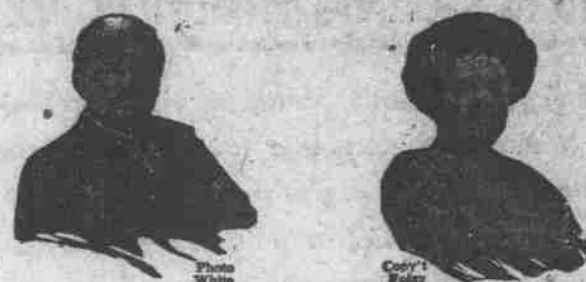


# The Plaut-Cadden Co.

## ANNOUNCE A MERCHANTS' WEEK VICTROLA CONCERT

In RECITAL HALL, Third Floor Annex  
at 2.30 and 7.30 p. m., Wednesday, May 17th, 1916  
Take Elevator on Main Floor



### PART I

- 1-Whispering Willows ..... Victor Herbert  
Princo's Band
- 2-You Live in My Heart ..... Wilhelm Berger  
Alma Gluck-Paul Belmors
- 3-Serenade-Softly Through the Night is Calling ..... Schubert  
John McCormack-Fritz Kreisler
- 4-The Whistlers ..... Intermezzo  
Conway's Band
- 5-Uncle Josh in a Department Store ..... Carl Stewart
- 6-Sweet Kentucky Lady ..... Hirsch  
Harry McDonough

### PART II

- 7-Cecile Waltz ..... McKee  
Castle House Orchestra
- 8-Lo! Hear the Gentle Lark ..... Bishop  
Nellie Melba
- 9-Trovatore Miserie ..... Verdi  
Caruso-Alda-Metropolitan Chorus
- 10-Ave Maria ..... Schubert  
Misha Elman, Violinist
- 11-Breakfast in Bed on Sunday Morn ..... Harry Lauder
- 12-Aloha Oe-Hawaiian Love Song (Farewell) Herbert Clark, Cornetist



ADMISSION FREE

ALL WELCOME

Our visitors will have the liberty of selecting any Records they wish to hear and they will be played after the regular programme.

The  
**Plaut-Cadden Co.**

144 MAIN STREET, NORWICH CONN.

### ANTIQUES FROM COLCHESTER.

Former United States Senator Morgan G. Bulkeley, of Hartford, Receives Old Mortar and Pestle.

Former United States Senator Morgan G. Bulkeley, of Hartford, has received an old mortar and pestle, formerly in the family of his great-grandfather in Colchester. The mortar stands ten inches high and is made of lignum vitae, the wood of which bowling balls are made, but instead of being polished it has a rough surface. The pestle is tipped with an iron ball. With the mortar it was

used in the early days by the family of Mr. Bulkeley's ancestors to reduce wheat and corn and other grains. The mortar and pestle were disposed of at auction at the house in Colchester built by Mr. Bulkeley's great-grandfather in 1703 and Mr. Bulkeley believes that they are over 200 years old. They were presented to him by George Hammond of Rockville, son of Joseph Hammond, into whose hands they came from the man who bought them at the auction.

Mr. Bulkeley has an old-fashioned churn, which stands two feet high, and is a good companion piece for the mortar and pestle. This was also in use many years ago at the old house in Colchester.

### Children Cry FOR FLETCHER'S CASTORIA



### Easy to houseclean and keep house clean

The best part of housecleaning with The Hoover, is that it makes it possible and

easy to KEEP THE  
HOUSE CLEAN all  
year long.

### THE HOOVER SUCTION SWEEPER

is the only electric carpet sweeper and vacuum cleaner combined

It is the only vacuum cleaner designed to take care of all three classes of dirt—not only the surface dirt, but the clinging dirt, such as hair, thread, etc., and also the imbedded heavy dirt that works down deep into the body of the carpet or rug, and shortens the life.

The patented, electric-driven brush of soft hair, is the secret of the thorough cleaning success of The Hoover. Now's an ideal time to buy a Hoover—so as to keep home clean all the year 'round. Compare the work of The Hoover and other cleaners, and the superiority of The Hoover will leave no doubt in your mind as to which you want. We are always ready to demonstrate here at the store, or will gladly bring The Hoover to your home.

N. S. GILBERT & SONS 141 Main Street, Norwich

## NEWSPAPER ADVERTISING COUNTS

Mrs. Luther King Gets First Prize in Letter Writing Contest—  
Says Extensive Circulation of Norwich Papers Enables  
All to Take Advantage of Low Prices Offered by Local  
Merchants.

Mrs. Luther W. King of Corning road, this city, was awarded the first prize in the letter contest offered by the Merchants' Week committee for the six best reasons why people should trade in Norwich. The principal reason offered by Mrs. King was that the circulation of the Norwich newspapers enabled out of town customers to take advantage of the low prices and full values offered through the advertising columns. There were fifty-five letters for the judges, R. H. Gray, Lester Greenman and Weston C. Fuller, to consider when they met in conference Tuesday morning. The judges awarded the prizes as follows:

First prize, \$10, Mrs. Luther W. King of Corning road, this city; second prize, \$5, Mrs. Henrietta J. Brown of 95 Williams street, Norwich; third prize, \$3, Miss Angenetta Appleborn, 32 Sherman street, New London; fourth prize, Mary T. Shugrue, 23 River avenue, Norwich.

C. S. Storms of 575 Main street was given honorable mention, as were the following: Mrs. W. R. Kilbourn of 31 Walnut street, New Britain, formerly of Norwich; Mrs. J. S. Westcott, of Wauregan; and Edgar H. Parkhurst of South Canterbury.

Although he did not receive honorable mention W. M. Cowan of 8 Newton street, this city, gave two especially good reasons worthy of special notice. They were as follows:

Patronize Norwich Merchants—When you have a kick coming you can talk it over with them and ten to one you will get satisfaction. If not, you are on the premises and can kick good and hard.

Patronize Norwich Merchants—When you do "get stung" the merchant will have to meet you on the street every day and either feel mean or that satisfaction that he has made a good sale. In either case, you will be in five minutes. Boom Norwich as a trade center.

The prize winning letters follow:

FIRST PRIZE TO  
MRS. L. W. KING

Newspaper Advertising Enables All to Take Advantage of Low Prices.

That the extensive circulation of the Norwich papers enables the out of town patron to take advantage of the low prices offered by local merchants through the advertising columns was the principal reason offered by Mrs. Luther W. King of Corning Road, this city, who was awarded the first prize. Mrs. King's letter follows:

Here are my reasons why it pays to trade in Norwich:

1. The extensive circulation of the Norwich papers, with their splendid advertising method, presents to each would-be purchaser unlimited opportunities to scan the columns at home each day, to appraise its bargains, thereby enabling them to take advantage of the low prices offered by Norwich merchants in all lines of merchandise and produce.

2. An out of town customer will always feel amply rewarded upon a visit to historical Norwich, as the trolley and steam service affords a comfortable and pleasant journey, whereas a cordial reception, low prices and great opportunities to save on the necessary articles for home and dress are assured them by the kindly co-operation of Norwich merchants.

3. This co-operation rather than competition will grant each customer complete satisfaction in their purchases in the many stores to select from.

4. It's a pleasure that pays to study all the Norwich merchants' window displays, where one will find arrays in all lines of merchandise and produce, second to none in Connecticut.

5. When shopping in any of the many stores you will be pleased at the courteous treatment of the merchants and you will also find their employees most obliging and pleasant.

6. The harassed mother or tired shopper will find a splendid delivery system in each store which affords a prompt and safe delivery, thereby saving time, strength and patience.

MRS. HENRIETTA J. BROWN  
GETS SECOND PRIZE

Good Roads and Convenient Car Service Make Norwich Easily Accessible.

The second prize letter written by Mrs. Henrietta J. Brown of 95 Williams street, this city, state that good roads and convenient trolley lines make Norwich easily accessible for out of town traders. Mrs. Brown's letter follows:

1. Good roads, a convenient and frequent car service radiating in all directions, and low transportation rates, make it easy and practicable for people to get to and from Norwich at all reasonable hours. In this way you save both time and money.

2. All classes of people live in Norwich and the merchants carry good stocks of all kinds to supply this diversified trade. This results in their being no city nearer than Hartford or Providence having such a large variety of

goods actually in stock to select from. You get what you want, and you see it before you pay for it. This pays because you run no risk.

3. There are sufficient merchants in Norwich handling the same lines of goods to stimulate a keen competition. This assures the purchaser of obtaining attractively low prices. You make a direct cash saving by this.

4. There is not a store in Norwich but what will give the most courteous treatment to all, whether they wear silk or calico. It is your patronage, not your appearance or name, that counts. It is worth something not to have your feelings injured.

5. The larger the business transacted by merchants, the more frequently are they replenishing their stocks with fresh goods, and the more advantageous can their prices be made to customers. Norwich merchants do a big business, which means lower prices than it would be possible for merchants in smaller places to quote, even for inferior goods.

6. The merchants of Norwich are here today, and you are. They will stay just as long as they will be here tomorrow, and they want you to be here, too. Their success depends upon your being completely satisfied, so they want you to know that it pays to trade with them; and to prove this they are doing their utmost to give you more for a dollar than it will purchase anywhere else. They are doing this right along.

NEW LONDON WOMAN  
GETS THIRD PRIZE

Reasonable Prices and Large Assortment Make Purchasing in Norwich Profitable.

Reasonable prices and a large and varied assortment of goods were the reasons offered by Miss Angenetta Appleborn of No. 32 Sherman street, New London, who was awarded the third prize. Her reasons follow:

1. Reasonable prices.  
2. Excellent qualities.  
3. A large and varied assortment of goods.

4. Splendid services.  
5. Well lighted and airy stores.  
6. A most convenient shopping center.

NORWICH HAS THE  
MOST UP-TO-DATE LINE

Fourth Prize Awarded Mary T. Shugrue of River Avenue.

The fourth prize was awarded Mary T. Shugrue of No. 23 River avenue whose suggestions follow:

1. The largest and most up-to-date line of goods in eastern Connecticut.  
2. The pleasing and courteous treatment shown by the merchants and clerks.

3. The satisfaction of buying where you can get the best results.  
4. The purchaser gets more for his money than in any other city in eastern Connecticut.

5. The goods shown are all direct from the manufacturer.  
6. The liberal inducements given by the merchants.

Gave Farewell Party.

Mrs. Arthur Robinson gave a farewell party to the members of the O. N. T. club at her home Monday evening. Whist was played during the evening, prizes being won by Mr. and Mrs. Louis Conrad, Jr. Following the whist the members of the club took part in a mock marriage in honor of Miss Lena Conrad, who is to be married soon to Mr. Leonard Hiccox of Westerly, formerly of this city. Refreshments were served by the hostess, assisted by Mrs. George Murphy and Miss Minnie Hasler.

Mrs. Robinson left Tuesday morning for her new home in Gardner, Mass., where Mr. Robinson is engaged in the manufacture of woolen yarns, having recently purchased the Eastbrook Mill property.

Ely-Weir Wedding June 7.

The wedding of Miss Caroline Alden Weir, a daughter of J. Alden Weir, President of the National Academy of Design, and Mrs. Weir, of New York and Windham, and George P. Ely, the son of Mrs. George Ely of Old Lyme, will take place Wednesday, June 7, at 4 o'clock in the Church of the Ascension, Fifth Avenue and Tenth Street, New York. Rev. Percy Slickney Grant will officiate.

Miss Weir's sister, Miss Dorothy Weir, will be the maid of honor. The bridesmaids are to be Misses Cornelia Weir and Clara Boardman. There will be a small reception for the relatives and a few intimate friends at the New York home of the bride's parents, 471 Park Avenue.

Will Graduate Today.

Miss Ella May James, daughter of Mr. and Mrs. Henry P. James of West Main street, this city, graduates today (Wednesday) from the Homeopathic Hospital of Providence, R. I., as a trained nurse, having completed a three years' course with this institution.

## Ladies' Stylish Suits

Attractive Models  
at Very Low Prices

Suits of every new material and shade—made right and priced right.

\$13.50 to \$35.

CLOTHING  
ON CREDIT

Mens' Suits and  
Topcoats

Complete variety  
of all the latest  
models and fabrics.

OPEN A CHARGE ACCOUNT TODAY

GATELY & BRENNAN,  
29-31 Shetucket Street



All  
Trolleys Lead  
To

The Boston Store

The Business  
Center  
of Norwich

# Norwich Merchants' Week Celebration

## The Boston Store the Center of Activity During Merchants' Week

During its third of a century of active business life, The Boston Store has secured, and steadily maintained the lead in mercantile activity. Located in the exact business center of the city, at the point where all trolleys discharge their passengers, it affords the most convenient place for shopping. Its modern equipment, large stocks and special display facilities give to Eastern Connecticut an establishment without equal and we extend to all of our friends from out of town, as well as our local friends, the hospitalities of the store. Make The Boston Store your first stopping place and let us assist you in every way, for we want you to realize that Norwich and The Boston Store are synonymous with complete satisfaction where trading is concerned.

## MAKE THE BOSTON STORE YOUR MERCHANTS' WEEK HEADQUARTERS

### SPECIAL MERCHANTS' WEEK VALUES IN EVERY DEPARTMENT

### Dainty Women's Apparel Specially Priced This Week

#### SOME RATHER UNUSUAL VALUES IN OUR GARMENT SECTION

#### Suits for Women and Misses

At this first price we have included many Suits in many different styles—all of them late models in fancy or plain tailored, flared and belted effects. Smart in style and coloring, well made and nicely finished they come up to the very high Boston Store standard of value and at the price are the biggest kind of bargains.

\$13.75

#### Suits of the Better Sort Reduced in Price

You will find values up to \$27.50 in this second group of Spring models—Suits of splendid quality in Men's Wear Serge, Gabardine, Wool Poplin and in the popular Shepherd check designs. The choice fabrics and colorings, combined with the best workmanship make these suits very superior and the Merchants' Week price brings the price down to the lowest notch.

\$19.75

#### Coats of All Styles from \$7.50 up

A very big assortment is ready for your inspection and choice. There are Coats for all purposes from those in Fine Wool Poplin, Strong Serge and Fancy Weaves to the costs of the Rougher Novelty Weaves cut in clever Sport designs. These latter in Chinillas and Fancy Plaids are very striking particularly in the loose flared models and belted effects.

ALL PRICES FROM \$7.50 UPWARD

#### Stunning Silk Blouses

SPECIAL \$1.98

Washable Striped Silks, Jap. Silks in solid white, White Crepe-de-Chine Blouses, all are included at the price. The styles are varied and right up-to-the-minute in every particular.

#### Crepe de Chine Blouses

SPECIAL \$2.98

We have assembled some Crepe-de-Chine Blouses of unusually good quality to sell for this low price in plain white and colors. Also some very pretty Fancy Striped Silk Blouses in charming models and colorings.

#### Women's House Dresses

ONLY \$1.00

The "Finest House Dresses you ever saw for the money. Fine striped ginghams and checked patterns have been made up with extraordinary care into a number of handsome models—all prettily trimmed.

### A HOST OF PRETTY TRIMMED HATS

FOR ONLY \$3.98

Values As High As \$7.00

We have assembled a beautiful collection of Trimmed Hats whose values run as high as \$7.00. Conforming in every way to the most recent mode, they give a wide range of individual choice. You will undoubtedly find in this collection just the Hat you are looking for and at a price which is but a fraction of its value. They are superb in style and quality and wonderful bargains.



### A \$10.00 LAYETTE FREE TO THE FIRST BABY BORN DURING MERCHANTS' WEEK

To the first New London County, or Windham County Baby, born during Merchants' Week, we will give a \$10.00 Layette, or its equivalent in merchandise from our Infants' Department. The only condition is that the father or other relative shall call in person at our Infants' Department and register the date and time of birth.

THIS OUTFIT WILL BE AWARDED TO THE FIRST BABY BORN BETWEEN MID-NIGHT, MAY 12TH AND MIDNIGHT, MAY 20TH, AND REGISTERED HERE DURING MERCHANTS' WEEK.

### A DRESS FOR THE LITTLE GIRL—FREE

#### Two Special Merchants' Week Prizes

This Letter Contest is open to all little girls up to 12 years of age. The First Prize will be a \$5.00 Dress. The Second Prize will be a \$3.00 Dress.

THE PRIZES WILL BE AWARDED FOR THE TWO BEST LETTERS ON "WHY I LIKE MY MOTHER TO BUY MY DRESSES AT THE BOSTON STORE."

The letters are to be not more than 100 words in length, and must be mailed to "The Boston Store" not later than Tuesday, May 16th. Be sure to sign your name, with address, and your correct age.

### The Big Spring Sale of Toilet Goods Is Now Going On

#### SECURE YOUR SUMMER SUPPLY NOW AT SPECIAL SALE PRICES

The Reid & Hughes Co